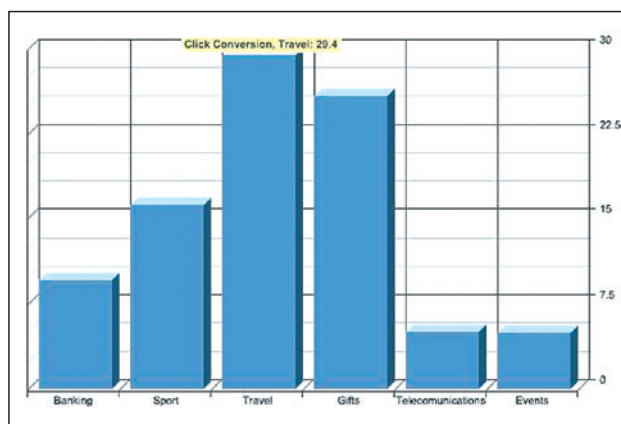


> AdIntelligence

AdIntelligence from Nielsen//Netratings enables organizations to track and manage all online marketing activities to ensure maximum return on investment.

This is the first truly independent methodology for tracking the effectiveness of online advertising.

AdIntelligence offers trusted, industry accepted online advertising data for all forms of online creative across all email and ad serving platforms. It goes beyond the click, following the user from creative to website and subsequent journey details.



Campaign summary: click conversion

AdIntelligence Benefits

- > **Track unlimited campaigns**
AdIntelligence tracks all forms of online creative, inclusive of banners, rich media, search engine, pay per click, email, affiliates, video.
- > **Measure beyond the click**
AdIntelligence seamlessly integrates with SiteCensus measurement tagging to provide rich detail about your campaign users. This enables you for example to measure which creative was most effective on which site, how much time was spent per transaction, through to analyzing the full details of a user's online journey.
- > **Fully Independent**
AdIntelligence uses a third party independent methodology. Its creative tags can be used across all ad serving platforms. This removes the need to have multiple result tags from different ad servers and vendors on your fulfillment page, which ultimately decreases page weight and loading times.
- > **True Return on Investment**
AdIntelligence offers a detailed key performance indicator analysis for internal and external campaigns based on over 30 different reporting metrics per campaign, creative and placement. Generated campaign revenues can be measured against variable and fixed campaign costs in an interface which is fully customizable per relevant metrics and per individual user.



AdIntelligence Features

The AdIntelligence product consists of eight modules, each containing specific reports covering campaign, creative and placements.

Modules

- > Key performance indicators module
- > Creative module
- > Results module
- > Return on investment module
- > iPath module
- > Trend module
- > Operation systems / browsers module
- > Administration module

Key Reports

- > Campaign
- > Creative
- > Text based ad
- > Placement
- > Key performance indicator
- > Ad views
- > Clicks
- > Mouseovers
- > Click rate
- > Top creative
- > Placement paths
- > Margin
- > Results
- > Revenue per result
- > Margin per result
- > Return on investment
- > Cost
- > Unique browsers
- > Ad view frequency
- > Session duration
- > Click conversion

Expand All Collapse All		Clicks	Pages	Results	Session Duration	Revenue	Click Conversion
<input checked="" type="checkbox"/>	Travel	109,909	571,078	29,664	987.55s	£0.00	29.40%
<input type="checkbox"/>	17/08/04	7,693	54,084	3,045	480.06s	£0.00	30.58%
<input type="checkbox"/>	18/08/04	5,900	40,570	2,290	473.90s	£0.00	30.95%
<input type="checkbox"/>	08/08/04	1,753	11,946	651	470.77s	£0.00	37.14%
<input type="checkbox"/>	07/08/04	1,514	10,050	554	466.20s	£0.00	36.59%
<input type="checkbox"/>	15/08/04	2,466	16,126	806	486.05s	£0.00	35.93%

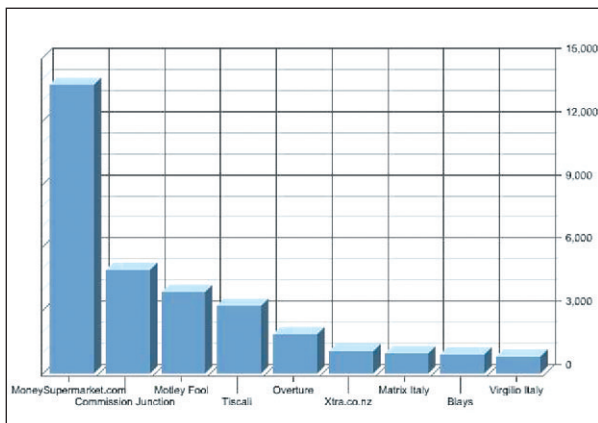
Campaign summary: details by date

Expand All Collapse All		Clicks	Pages	Results	Session Duration	Revenue	Click Conversion
Total Sessions: 15190							
<input type="checkbox"/>	1 http://www.nielsonnetratings.com/landing/2.html [Total: 10601 (69.84%), 1.15% lost]						
<input type="checkbox"/>	https://www.nielsonnetratings.com/ecom/ola/step3perdet.jsp [Total: 9333 (61.58%), 0.48% lost]						
<input type="checkbox"/>	https://www.nielsonnetratings.com/ecom/ola/step2emp.jsp [Total: 4150 (44.47%), 0.19% lost]						
<input type="checkbox"/>	https://www.nielsonnetratings.com/ecom/ola/step3.jsp [Total: 3958 (95.37%), 0.15% lost]						
<input type="checkbox"/>	https://www.nielsonnetratings.com/ecom/ola/stepdbenefits.jsp [Total: 3851 (97.30%), 0.10% lost]						

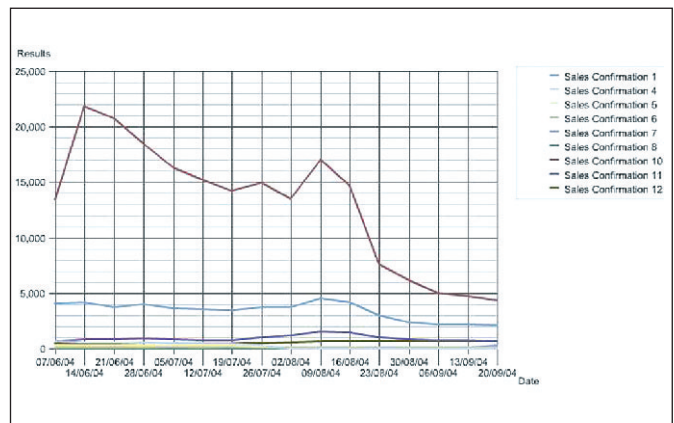
iPath: from creative to result

Expand All Collapse All		Clicks	Pages	Results	Session Duration	Revenue	Click Conversion
<input checked="" type="checkbox"/>	MoneySupermarket.com	51,726	312,869	16,661	404.54s	£0.00	32.21%
<input type="checkbox"/>	Flight Sub - 30% Off Banner	51,270	308,478	16,488	489.80s	£0.00	32.19%
<input type="checkbox"/>	Sales Confirmation 10	15,441	174,859	13,660	774.39s	£0.00	98.08%
<input type="checkbox"/>	Sales Confirmation 1	2,896	27,805	2,184	719.64s	£0.00	87.81%
<input type="checkbox"/>	Sales Confirmation 11	819	9,351	885	738.50s	£0.00	84.86%
<input type="checkbox"/>	Sales Confirmation 12	109	1,492	99	751.28s	£0.00	98.83%

Placement and creative by result



Result by placement



Weekly result trending

For more information please contact our representative in your country or send an email to apla@netratings.com